

this could be the start

of something big





# Big Brothers Big Sisters of Ajax-Pickering



Big Brothers Big Sisters.ca

# About Us



Every child should have the opportunity to reach his or her full potential.

Big Brothers Big Sisters of Ajax-Pickering facilitates life-changing relationships. Changing the course of young lives we can change the course of our community's future. It leads to:

- Reduction in poverty
- Reduction in unemployment
- Safer schools
- Safer neighbourhoods
- Increased optimism

**Our Vision: Every child in Ajax and Pickering who needs a mentor, has a mentor.**



# History & Overview

- ❖ Big Brothers Big Sisters of Canada founded 100 years ago
- ❖ Local Big Brothers agency established in 1973
- ❖ 2001 local agency becomes part of the Big Brothers Big Sisters of Canada
- ❖ 2003 local agency becomes Big Brothers Big Sisters – offering programs to both girls and boys
- ❖ 2013 local agency nominated for Ajax-Pickering Board of Trade Business Excellence Award
- ❖ BBBSAP currently reaches over 375 children through one-to-one and group programs



# Programs



For over 40 years in Ajax-Pickering, **Big Brothers Big Sisters Mentoring** has been making a meaningful difference in the lives of at-risk boys and girls through our traditional one-to-one match program.



**In-School Mentoring** is our fastest growing program. Mentors spend one hour a week with a child in the child's school. This helps children who face difficulties being in school.

**Teen Mentoring** is a new crime prevention program. Teens are matched with children in high risk neighbourhoods. This program is delivered in partnership with the Durham Regional Police Services.



**Game On and Go Girls** group programs are aimed at helping kids ages 11 to 14 deal with the challenges of growing up and fitting in. Activities focus on developing healthy minds and bodies. Programs are delivered in partnership with our local school boards.



# Program Results

Results show that mentoring has a positive impact on children:

- Little Sisters are **two and a half times more likely** to be confident in their ability to be successful at school.
- Boys with a Big Brother are **three times less likely** to suffer peer pressure related anxiety.
- Mentored boys are **two times more likely** to believe that school is fun and that doing well academically is important.
- Mentored boys are **two times less likely** to develop negative conduct like bullying, fighting, lying, cheating, losing their temper or expressing anger.

*Key Findings from the Big Brothers Big Sisters / Centre for Addiction and Mental Health Anti-Bullying Survey*



# Our Ripple Effect

A Survey of Former Littles shows that...



81% are Financially Literate



80% are Pursuing a Healthy Lifestyle



77% are Donating to charities of their own



# Our Ripple Effect



## The Ripple Effect of our Programs

A BBBS Social Return on Investment Study demonstrates that **every \$1 invested in the program generates a return to society of \$18**. For the least economically advantaged, the return is \$23.

For example, a contribution of \$1,000 will have at least a \$18,000 return, as former Little Brothers and Sisters go to school, become employed, pay taxes, buy homes, volunteer in the community, and donate to charities.

*The research, undertaken by The Boston Consulting Group compared 500 former Little's with a control group of 1000 individuals from identical family and economic backgrounds.*



# Success Story

Nicholas is a Little Brother in one of our programs. His story shows the impact that mentorship has in a child's life.



*Big Brother Daniel with Little Brother Nicholas*

Nicholas' mom wanted her son to have a Big Brother that would help improve his self-confidence and overcome his social struggles.

When he started the program he had:

- ✘ Low confidence
- ✘ Poor social skills
- ✘ No positive male role model

After being matched with Big Brother Daniel, Nicholas' mom now sees wonderful, positive change in her son. She enjoys watching him open up to new experiences. Daniel has been there to help Nicholas navigate through the "kid stuff."

Nicholas now:

- ✓ Beams with confidence
- ✓ Has improved social skills
- ✓ Knows the true meaning of friendship.



# Expanding Our Reach



**In 2013, Big Brothers Big Sisters of Ajax-Pickering provided mentors to 378 young people, a 6% increase over 2012.**

*Due to a struggling economy and shifting demographics, **the number of young people who need mentors continues to grow.***



# Financial Support

The impact our financial supporters have on our community far outlasts their initial contribution. A groundbreaking new study examined the financial return to society from Big Brothers Big Sisters. It found that **every dollar invested generates on average \$18 in hard dollar returns to society.**

## Grants

Big Brothers Big Sisters of Ontario  
Farmers' Mutual Insurance  
J.P. Bickell Foundation  
Ontario Ministry of Education  
Ontario Safer & Vital Communities Fund  
Ontario Sport Recreation Communities Fund  
The Crane Foundation for Widows & Children  
United Way of Durham Region

## 5,000 & above

Canada Post  
Canadian Tire Jumpstart  
Mayfair Bingo  
Ontario Power Generation  
Rexall Foundation  
Scotiabank

## \$2,500 to \$4,999

Ajax Communities Fund  
GoodLife Kids Foundation  
Hydro ON Employees' & Pensioners' Charity Trust  
Shoppers Drug Mart Life Foundation

## \$1,000 to \$2,499

CGA Durham Chapter  
Cisco Canada  
East End Saints Roller Hockey  
New Initiatives HR Consulting  
OPG Employees' & Pensioners' Trust  
Rotary Club of Ajax  
Rotary Club of Pickering  
Veridian Corporation  
Volkswagen Group Canada Inc.

# You Can Start Something Big

## Build Awareness

- Let parents, teachers, and caregivers know we're here to help

## Volunteer

- Become a Mentor
- Become a committee or event volunteer
- Support your staff by giving them time to volunteer

## Donations

- Event and Program Sponsorship
- Monetary Donations
- In Kind Donations





# Big Brothers Big Sisters of Ajax-Pickering



Big Brothers Big Sisters.ca